

POSITION DESCRIPTION
DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST- PPD
USAID/Nepal

Resident-Hire Personal Services Contractor, GS-11 Equivalent

MARKET VALUE: GS-11. Final compensation will be based upon the candidate's work history and educational background.

PERIOD OF PERFORMANCE: One year, subject to review and approval for continuing need for the position and availability of funds.

PLACE OF PERFORMANCE: Kathmandu, Nepal

STATEMENT OF DUTIES

1. Introduction and Background

The Development Outreach Communications (DOC) Specialist works in the USAID/Nepal Program and Project Development (PPD) Office and reports directly to the DOC Team Lead. She/he is integral to implementing USAID's communications, with the primary responsibilities of drafting outreach materials (Development Information Products), copy editing (Editorial Quality Control), assisting USAID/Nepal in general outreach operations across the portfolio, and assisting with other outreach priorities that arise.

USAID partners with Nepal to assist in its transition to a more inclusive, resilient, and effective federal democracy and to help Nepal chart its course to greater prosperity. We help Nepal meet the needs of its most vulnerable by expanding and improving education and health services, and promoting economic productivity. By elevating Nepal's ability to mitigate, prepare for, respond to, and recover from shocks (including the COVID-19 pandemic), USAID supports disaster resilience and continued development for broad-based economic growth. Within this context, the DOC Team raises public awareness of, and amplifies, the USG's foreign assistance goals and USAID's work and significant achievements. The DOC Specialist will play a crucial role in supporting the implementation of the USAID/Nepal DOC strategy and achieving its objectives.

A. MAJOR DUTIES AND RESPONSIBILITIES

Develop Information Products (40%)

In collaboration with USAID staff and USAID partner organizations, the candidate will assist the DOC Team in the drafting and editing outreach materials including but not limited to: background briefing memos; fact sheets; talking points; articles; op-eds; blog posts; success stories; key messages; media advisories; press releases; and information reports for target audiences, including local media and USAID/Washington. He/she will also regularly provide support to the DOC team and technical teams in the development of new social media content such as posts, tweets, photos with captions, and online videos. The candidate will also support the DOC Team in managing up-to-date and compelling content, such as text, photos, and video, on the USAID/Nepal Web site in English.

Editorial Quality Control (25%)

The candidate will be responsible for editing documents for English-speaking audiences. This includes working with the DOC Team Lead to ensure the quality, consistency, and appropriateness for target audiences of the Mission's written and reporting materials. The candidate will be responsible for reviewing and editing content to ensure that internal and public facing materials are aligned with appropriate top line agency messages and policies. This includes collaboration with the Mission staff and the DOC Team Lead, DOC Assistant (FSN-08), and local hire U.S. DOC Specialist to ensure overall quality and strategic alignment with the USG and USAID goals and messaging, and coherence of the team's communications and outreach products and initiatives. As directed by the DOC Team Lead, he/she will liaise with USG agencies and/or USAID/W staff regarding communications, including responding to public inquiries, and information requests.

Strategic Communications Planning (20%)

The candidate will support the DOC Team in the development and implementation of the USAID/Nepal communications strategy and outreach plan. This includes assisting the Team Lead, as directed, in identifying objectives, messages, audiences, products, budgets, and developing plans in coordination with USAID managers in support of the USAID Country Development Cooperation Strategy (CDCS), USG interagency strategic priorities, and the overall Embassy Kathmandu communications strategy. The incumbent will further be responsible for supporting the development and implementation of a media strategy that will deepen engagement with the Nepali people, advance the Mission's communications strategy, and increase the number of social media followers on platforms such as Twitter, Facebook, Flickr, and YouTube. This includes providing technical support to developing dynamic social media campaigns that increase engagement with key audiences and increase the number of people following USAID/Nepal on social media platforms.

Public Events and Activities (15%)

The candidate will assist in planning, coordinating, and managing USAID public events. Events range from the inauguration or closing of USAID projects throughout Nepal; ribbon-cuttings; media roundtables; press conferences; visits to USAID projects with journalists, senior U.S. and Nepali officials, and VIP guests; and public presentations. The candidate will support the DOC Team and technical teams in event site selection; planning the event program; identifying the most appropriate audiences and stakeholders to engage for the event; planning event logistics; and helping event hosts to achieve their key objectives. Event planning includes considerable writing, reviewing and editing of press releases; writing and editing of Briefing Checklists (BCLs) and scene setters; and creating other briefing materials and memoranda for both USAID and U.S. Embassy senior leadership when they participate in the events. The incumbent will work with the PPD Office to efficiently guide event and activity briefing documents through their proper Embassy and Mission clearances.

B. MINIMUM REQUIRED QUALIFICATIONS

This position requires a combination of leadership, analytical and technical expertise, and managerial skills. The incumbent must have excellent English writing skills and be able to meet strict deadlines in a fast-paced environment. The incumbent must be familiar with and be able to work well in an overseas environment with a wide range of government and non-government counterparts. In order to be considered those qualifications marked "required" must be met.

Education: A minimum of a bachelor's degree is required. A major in journalism, communications, public relations or affairs, English, international relations, international

development, public administration, development/area studies, social studies or related field is preferred.

Prior Work Experience: A minimum of three years of work experience is required with writing or communications that demonstrate skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, digital communications or other related field. Relevant marketing experience will be considered, as applicable.

Skills/Technical Knowledge: A high degree of English fluency is required (reading, writing, and speaking), an equivalent of a 5+/5+. Given the nature of the position, demonstrated effective written and oral communication is required.

Due to the short-term nature of the PSC, the successful candidate will be eligible to receive minimal post-entry training that focuses on USAID policies, procedures, and regulations that cover: 1) Development Outreach and Communications; and 2) Programming US Foreign Assistance.

C. EVALUATION CRITERIA

Candidates will be evaluated and ranked based on the following selection criteria:

a. Prior Work Experience: 20 points

Candidates with successful experience in public relations, journalism, or related field will be prioritized. Demonstrated familiarity with various development dynamics is preferred. Experience in report writing, events planning and execution, website design, and social media is strongly preferred. Demonstrated experience leading, coordinating, and organizing across and within a multicultural work environment are preferred. Experience in planning, strategizing, and application of policies and procedures regarding all development outreach and communications activities, such as branding and marketing, is desired. Previous work experience with an international development organization is desired.

b. Job Knowledge: 40 points

Candidates that are able to demonstrate an ability to create innovative public facing materials, to develop and implement strategic communications, and to work with diverse groups of peoples and demonstrate cultural sensitivity will be strongly preferred. Candidates with a demonstrated interest and understanding of issues related to international development and the ability to translate them to a general audience are preferred.

c. Skills and Abilities: 40 points

Candidates that can demonstrate the ability to multitask and to work effectively and independently under pressure are strongly preferred, as are candidates that demonstrate the ability to take initiative and be creative. Candidates that demonstrate other management skills, including teamwork skills to effectively collaborate with three (3) communications and outreach professionals and the broader Mission Kathmandu (U.S. Embassy Kathmandu) staff, are preferred. Excellent writing and editing skills in native English are preferred. Candidates with computer skills such as MS Suite (Word, Excel, Powerpoint), Google Apps; and Adobe Suite (Photoshop, Illustrator, etc.) and/or graphic design software and knowledge of social media platforms (e.g., Facebook, Instagram, Flickr, Twitter, etc.) is preferred. Media engagement skills and experience are desired.

Maximum Points Available: 100

D. SUPERVISION RECEIVED: The employee is directly supervised by the Mission's DOC Team Lead. The candidate is expected to work with a high degree of independence, while regularly updating her/his supervisor on the progress in her/his work.

E. AVAILABLE GUIDELINES: Guidance for USAID policies and procedures can be found in the Automated Directive System (ADS), DOC Manual, Mission Orders, and Mission Notices.

F. EXERCISE OF JUDGEMENT: The employee is expected to exercise a high degree of sound judgment.

G. NATURE, LEVEL AND PURPOSE OF CONTACTS: Personal contacts are with U.S. Embassy personnel, USAID/Washington, and USAID partner organizations on outreach.

H. AUTHORITY TO MAKE COMMITMENT: The employee is not authorized to make financial commitments on behalf of the USG.

I. MEDICAL AND SECURITY CLEARANCE: The selected applicants must be able to obtain and maintain security and medical clearances. For resident hire PSCs the post RSO will process facility access clearance and the medical clearance is obtained through the post medical unit.